

Tobacco Use Prevention and Control in Iowa



Why is this program important to Iowans?

Over 50 years ago, the first surgeon general's report linking smoking with specific diseases was released. While great strides have been made in tobacco control since then, tobacco use remains the leading cause of preventable death of Iowans.

- Approximately 5,100 adult Iowans die each year from their own smoking.
- Individuals from specific racial/ethnic minority groups, lower educational levels, lower socioeconomic status and those with mental illness have a higher rate of tobacco use and lower rates of quitting.
- 16.6% of adult Iowans smoke cigarettes.
- Smoking increases the risk of cancer, asthma, chronic obstructive pulmonary disease and coronary heart disease.
- Reducing tobacco usage reduces Iowa's burden of chronic disease, improves workforce productivity and reduces health care costs.
- Smoking-caused productivity losses in Iowa equal \$1.21 billion.

Did you know?

The tobacco industry spends an estimated \$91 million per year marketing to Iowans.

A focus on health equity

The division uses the CDC Best Practices Guide to Health Equity in Tobacco Prevention and Control. These best practices include creating smoke-free environments, increasing the price of tobacco products, reducing exposure to tobacco advertising and promoting cessation programs. The division implements these practices by partnering with populations that are most affected by tobacco, designing programs that promote health equity, implementing mass-reach health communications and connecting with other priority issues in health. Iowa's comprehensive tobacco control program is a coordinated effort by state and community partners that provides education and support for policies that work to reduce and eliminate disparities.

What does the department do?

- Funds [36 Community Partnerships covering all 99](#) counties to engage in tobacco prevention and control activities at the local level.
- Provides resources, education and information about the [Iowa Smokefree Air Act](#).
- Provides free, effective tobacco cessation coaching for Iowans through [Quitline Iowa](#). Specialized cessation protocols for pregnant and postpartum women, American Indians and Iowans living with chronic disease are available. Recently available is a youth tobacco cessation programming through [My Life My Quit](#), that is tailored to tobacco users ages 13-17.
- Administers the [Smoke Free Homes](#) registry of over 1,280 smoke-free rental properties, as well as assist landlords, property managers and affordable housing programs in implementing a smoke-free rule.
- Supports [Iowa Students for Tobacco Education and Prevention \(ISTEP\)](#); a statewide youth-led tobacco prevention and education program for Iowa students grades 7-12.
- Collaborate with other state agencies to enforce laws prohibiting tobacco sales to minors.
- Provide training and education to health care providers to promote cessation with their clients.



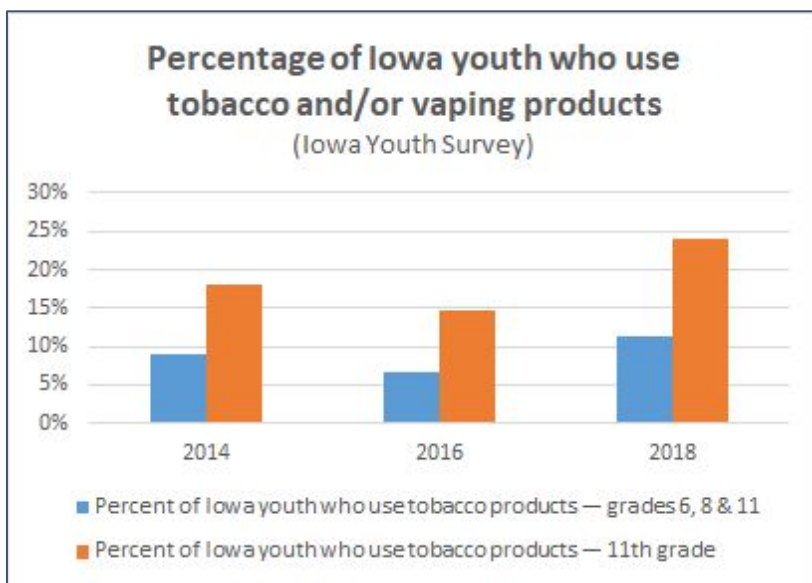
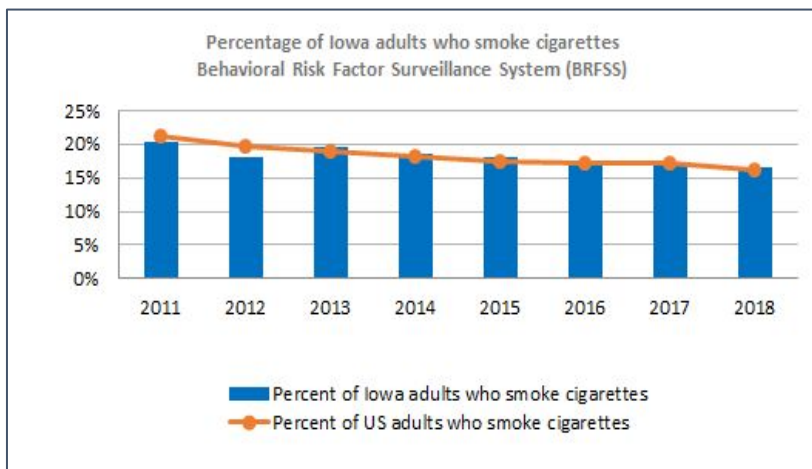
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What can Iowans do to help?

- Be a strong role model: Be tobacco free.
- Promote Quitline Iowa as a cessation method for tobacco users. Encourage them to call 1-800-QUIT-NOW (1-800-784-8669).
- Promote My Life My Quit to youth tobacco users for help quitting. Visit www.mylifemyquit.com
- Implement a tobacco-free and nicotine-free policy at your workplace, community parks, community events, schools and in your home.
- Health care professionals should ask patients if they use tobacco, advise them to quit and refer them to Quitline Iowa.
- Youth can participate in Iowa Students for Tobacco Education and Prevention (ISTEP).
- Help to ensure compliance with the Smokefree Air Act by visiting smokefreeair.iowa.gov or calling 1-888-944-2247 for information and resources regarding the law.

How do we measure our progress?



Resources

	SFY 2019 Actual	SFY 2020 Actual	SFY 2021 Estimate
State Funds	\$3,948,355	\$4,021,000	\$4,021,000
Federal Funds	\$796,725	\$1,070,755	\$948,669
Other Funds	\$38,982	\$55,000	\$55,000
Total Funds	\$4,784,061	\$5,146,755	\$5,024,669
FTEs	8.70	10.45	9.00